

# Cobb Elections Website Traffic

August 11<sup>th</sup> Runoff Election Advance Voting  
WEEK 2

1

**monday**  
July 27, 2020

**3,070**  
landing sessions  
26% decrease

**5,230**  
unique views  
25% decrease

**6,370**  
total views  
26% decrease

**97**  
map views  
24% decrease

**tuesday**  
July 28, 2020

**2,750**  
landing sessions  
7% decrease

**4,660**  
unique views  
8% decrease

**5,680**  
total views  
9% decrease

**103**  
map views  
0% change

**wednesday**  
July 29, 2020

**2,840**  
landing sessions  
9% increase

**4,880**  
unique views  
10% increase

**5,970**  
total views  
8% increase

**93**  
map views  
7% decrease

**thursday**  
July 30, 2020

**3,040**  
landing sessions  
13% increase

**5,210**  
unique views  
17% increase

**6,370**  
total views  
16% increase

**98**  
map views  
21% increase

**friday**  
July 31, 2020

**2,490**  
landing sessions  
16% increase

**4,250**  
unique views  
21% increase

**5,220**  
total views  
23% increase

**111**  
map views  
42% increase

**saturday**  
August 1, 2020

**1,900**  
landing sessions  
6% increase

**3,250**  
unique views  
9% increase

**3,950**  
total views  
10% increase

**78**  
map views  
90% increase

**sunday**  
August 2, 2020

**3,440**  
landing sessions  
32% increase

**6,060**  
unique views  
36% increase

**7,380**  
total views  
37% increase

**31**  
map views  
19% increase

- Session: Visitor browsing the site, viewing one or more webpages over a length of time
- Landing Session (LS): Visitor directly arriving on a webpage
- Unique View (UV): Webpage counted as first displayed by a visitor

- View: Webpage viewed once or multiple times by a visitor
- Map: Advance Voting Wait time map

# Cobb Elections Website Performance

2

August 11<sup>th</sup> Runoff Election Advance Voting

Monday, July 27, 2020 – Sunday, August 2, 2020

WEEK 2



**9,350**

**landing sessions**  
19% decrease

the sum of visitors directly  
landing on one of the  
Elections webpages



**15,980**

**Unique views**  
18% decrease

the number of  
Elections webpages counted  
as first displayed



**19,480**

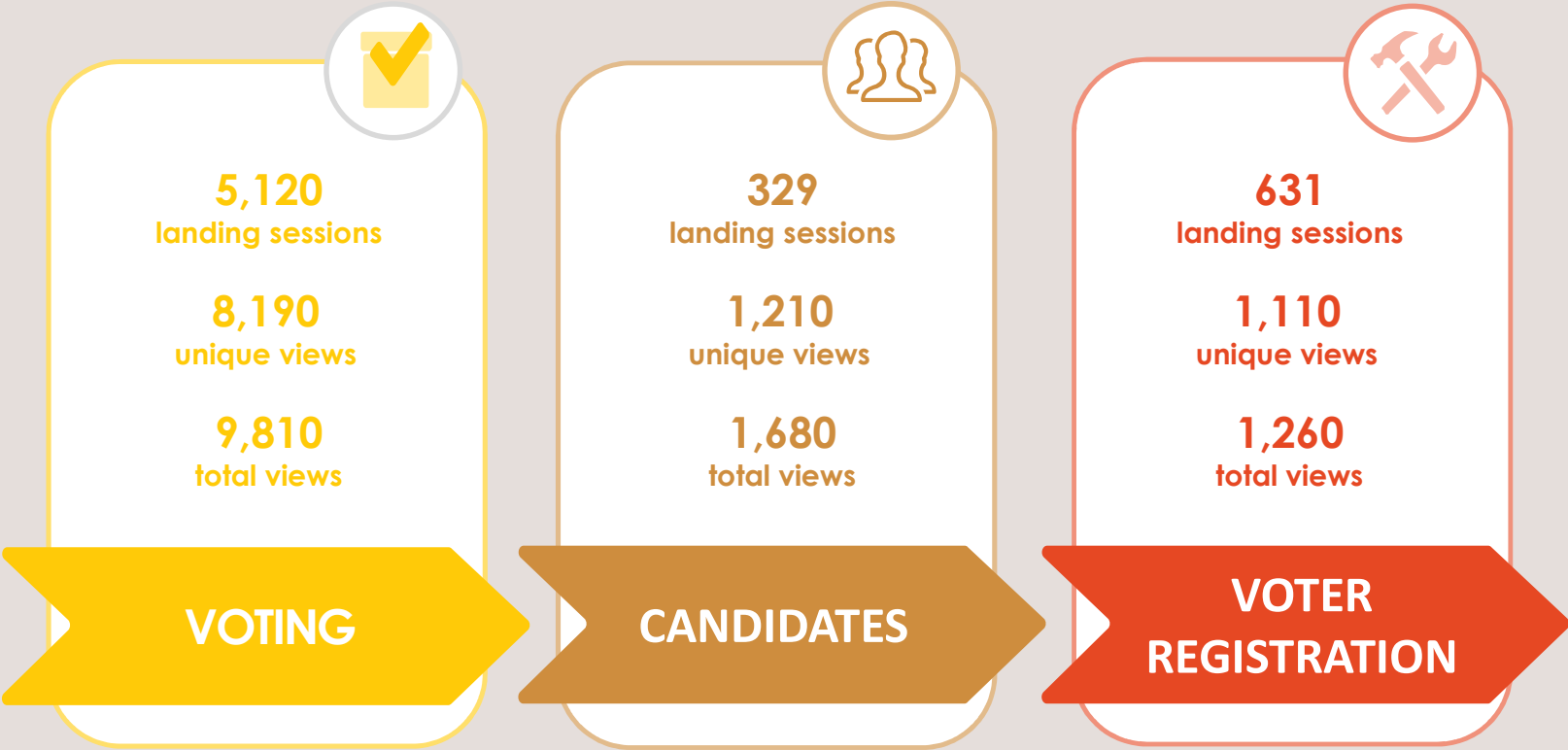
**Views**  
18% decrease

the total of Elections  
webpages viewed once or  
multiple times

# Cobb Elections Website

## TOP SECTIONS

August 11<sup>th</sup> Runoff Election Advance Voting  
Monday, July 27, 2020 – Sunday, August 2, 2020  
WEEK 2



# Cobb Elections Website

## TOP PAGES

August 11<sup>th</sup> Runoff Election Advance Voting  
Monday, July 27, 2020 – Sunday, August 2, 2020  
WEEK 2



**3,710**  
unique views

**4,370**  
total views

**2,320**  
unique views

**2,880**  
total views

**1,960**  
unique views

**2,400**  
total views

# Online Forms Performance

Monday, July 27, 2020 – Sunday, August 2, 2020



## Poll Worker Application

**184** application submissions  
30% decrease

**181** Bitly clicks  
10% decrease

**100%** conversion rate

**0** application submissions  
100% decrease

**5** Bitly clicks  
0% change

**0%** conversion rate



## Seasonal Worker Application



## Cobb Employee Poll Worker Signup

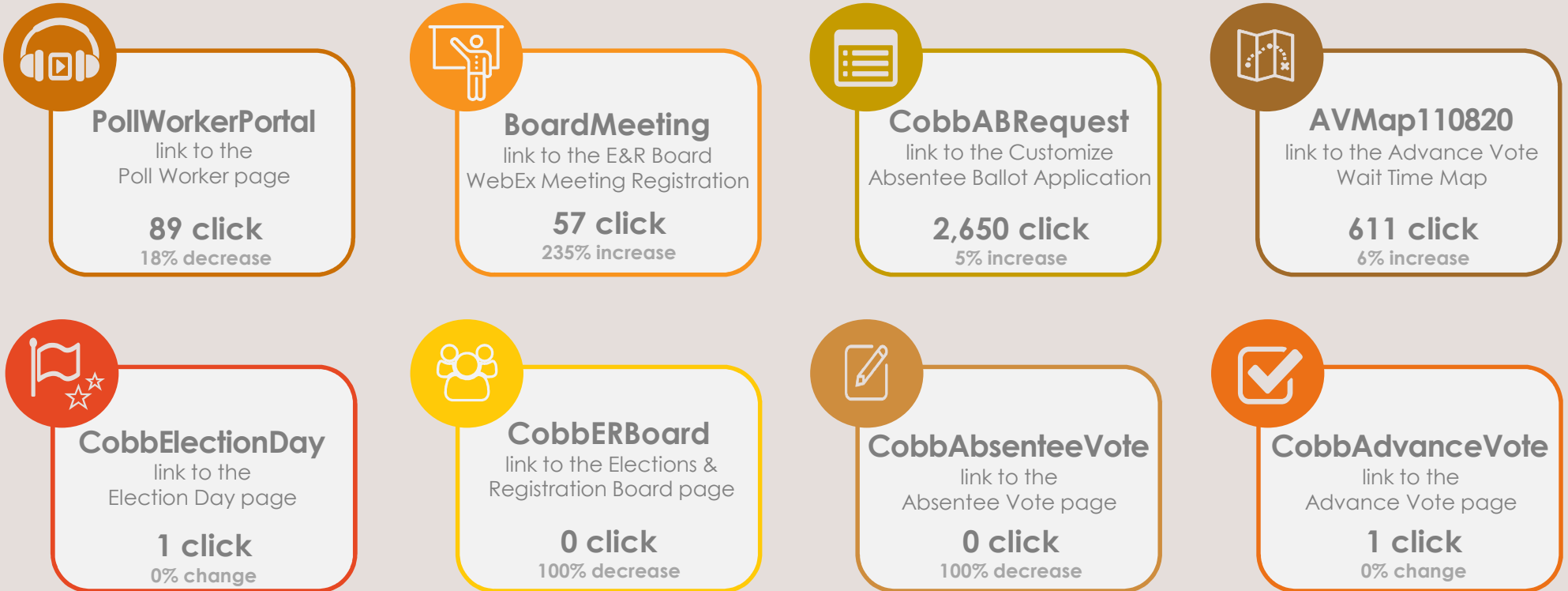
**2** application submissions  
0% change

**5** Bitly clicks  
62% decrease

**40%** conversion rate

# Bitly Links Performance

Monday, July 27, 2020 – Sunday, August 2, 2020



- PollWorkerPortal and BoardMeeting links are publicly shared
- CobbABRequest & AVMap110820 links are implemented on the site to track these tools performance
- CobbElectionDay, CobbERBoard, CobbAbsenteeVote and CobbAdvanceVote links are for internal use to tack the departments website usage